

READINESS PROFILE & COURSE EXPECTATIONS

JOURNALISM 1/A CRITICAL STUDY OF THE MASS MEDIA

COURSE DESCRIPTION

- In Journalism 1/A Critical Study of the Mass Media, students learn all aspects of newspaper production. They write news, editorial, feature, and sports articles. They also learn layout design, press law, and interviewing skills. In studying the mass media, students gain insight into advertising techniques, media bias, and consolidation.
- While the skills of interviewing, writing concisely, and understanding bias will serve students well through college and beyond, the course is designed to prepare students to join the staff of the school's nationally acclaimed student newspaper, The Nexus.
- This course may be used to meet the UC/CSU "G-English" requirement.

COURSE CONTENT AND EXPECTATIONS

- Although the course is an elective, its academic rigor is relatively high. Students should come full of curiosity, willing to work, and eager to learn. They will be responsible for finding story ideas and pursuing them as journalism articles. For students who like to meet new people as well as those who are interested in improving their interpersonal skills, this course is ideal. For students who love to write or who want to learn new modes of writing, this course is ideal. And, for those students who aspire to a future in the mass media, this course will provide them with the foundation equivalent to a solid, broad-based, college-level journalism course.
- While there is no pre-requisite for the course, it is recommended that students enter with a basic understanding of writing mechanics along with a genuine curiosity.

MAJOR UNITS OF STUDY

- Journalism Track
- **Unit 1** -Intro to journalism, newspapers and The Nexus
- -Overview of journalistic modes (news, sports, features, opinions/columns)
- **Unit 2** -News Writing
- -Writing news leads
- -Interviewing
- -Quotes and attribution
- -Daily Journalism
- -Brief overview of sports writing
- **Unit 3** -Opinion writing
- -Ethos, pathos, and logos
- -Persuasive strategies
- -When to provide backing in argumentation
- -Purpose for writing opinions
- **Unit 4** -Feature Writing
- -Types of feature stories
- -Complication-resolution stories
- **Unit 5** -Law and Ethics
- -Student press law in California
- -Hazelwood, Frasier, and Leeb
- -First Amendment

Please see syllabus for additional course rules and information

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- -Codes of Ethics
- **Unit 6** -Layout and Design
- -Dummy sheets
- -Modular design
- -Heirarchy
- -Headline and cutline writing
- -InDesign
- **Unit 7** -Final Project- making a newspaper
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- Media Study Track
- **Unit 1** -(In years with Presidential races) Overview of presidential race, where candidates stand on issues, intro to media coverage of the race party platforms, liberals and conservatives
- **Unit 2** -How major news outlets cover politics
- **Unit 3** -Detecting bias
- **Unit 4** -Why bias exists, agendas
- **Unit 5** -Advertising strategies
- **Unit 6** -Media Analysis Project

READINGS

- The Radical Write, by Bobby Hawthorne
- Writing for Story, by Jon Franklin
- a whole lot of compelling, prize-winning newspaper and magazine articles

WORKLOAD EXPECTATIONS

- Journalism 1/A Critical Study of the Mass Media is on par with an honors-level course. Students are expected to arrive with an eagerness to learn and a willingness to work. The teacher will try to minimize the homework load, which should not exceed one hour per night for those students who manage their time well.

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